MeMAD Deliverable

D8.1 Setup of website with presentation of project and consortium partners

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Abstract
This document describes deliverable 8.1 of MeMAD project, setup of website.

Contents

1.   Introduction

This deliverable D-8.1, is the first deliverable of the project: the setup of the website and social media channels for the project communication.

The project website is available at memad.eu, with a redirection from memad.org. It was launched at the project kick-off in Helsinki on the 16th of January 2018. Lingsoft, in cooperation with AALTO, was in charge of setting-up the website and the chosen social media channels, and will be coordinating the updating throughout the whole project.

The MeMAD website will work as a primary platform for communication activities, and all the public project material will be collected on the project website including all press releases, publications, presentation slides and available demonstrations of project results.

2.   Design principles

As the whole MeMAD project addresses the challenge of digital accessibility, we have applied the Web Content Accessibility Guidelines (WCAG) 2.1 also in the planning of the website. This means, e.g. that:

- All non-text content that is presented to the user has a text alternative that serves the equivalent purpose.
- Text can be resized without assistive technology and without loss of content or functionality.
- Captions are provided for all the video content.

The website is using the Wordpress content management system. The visual appearance including the logo was done by a professional designer.

In order to follow the amount of visitors on the site, we are using Google Analytics. We also apply some basic search engine optimization principles when creating content. For example keywords, meta descriptions, alternative texts and headings are designed so that the information is easy to find and use.

Lingsoft has registered both domains memad.eu and memad.org.

3.   Content

The website contains or will contain the following sections:

- **HOME:** MeMAD in a nutshell, logos and links to the project partner presentation, shortcut to latest news, social media feeds;

- **ABOUT:** general description of the project
- **PROJECT PARTNERS:** Description of all the partners
- **BLOG:** Blog article will be published approximately once a month by the consortium or one of the stakeholder members
- **PRESS:** marketing kit with the project logo
  - **NEWSLETTERS:** collection of press releases and articles about the project linked from their original sites
- **DELIVERABLES:**
  - **PUBLICATIONS**
  - **SOFTWARE**
  - **DEMO**
- **CONTACT:** Contact information and links to social media
- **INTRA:** Redirection to project's intranet hosted at Aalto, for project consortium members only.
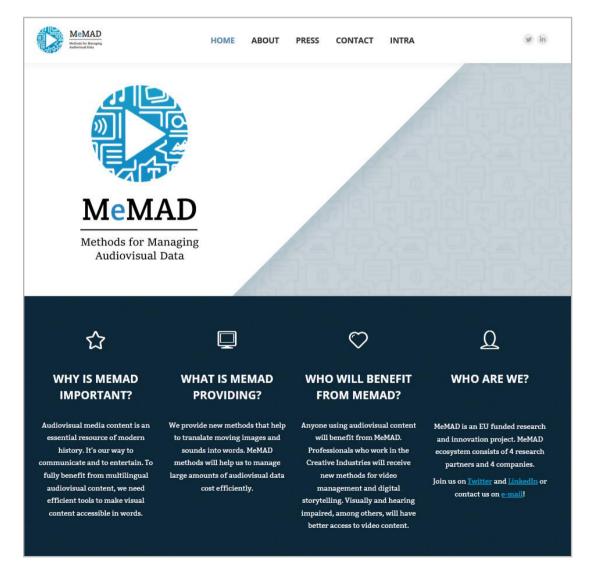
Figure 1. Home page of the MeMAD website.

By the end of February, two newsletters and two articles had been published about the MeMAD project:

- [Newsletter](#) by Yle
- [Newsletter](#) by Aalto
- [Article](#) by Yle
- [Article](#) by Verkkouutiset.fi

At the bottom of all the pages, there is an announcement that MeMAD has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 780069 and that the content presented in the website represents the views of the authors, and the European Commission has no liability with respect to the content.

4.   Plan for updating

Lingsoft is in charge of maintaining the webpage and of creating instructions for other partners for updating the website. All partners will actively collaborate in providing content to feed the website.

The project consortium commits to publishing press releases at the beginning of the project and whenever important milestones or accomplishments are reached. Individual partners are also commited to provide press releases in their own national languages targeted to highlight the benefits of the project in their own area. All the partners will also participate in writing blog posts and in other communication activities, based on the communication strategy. All publications funded by the project, will be collected and made available on the project website.

5.   Social media

During the MAD project, social media is used for more informal communication with the interest groups. The MeMAD website directs the stakeholders and general public to project's social media channels in Twitter (https://twitter.com/memadproject) and LinkedIn (https://www.linkedin.com/company/memad-project/). On the other hand, the social media channels will direct stakeholders to the project website to further promote the project outcomes. Further use of social media is defined in the communication strategy.
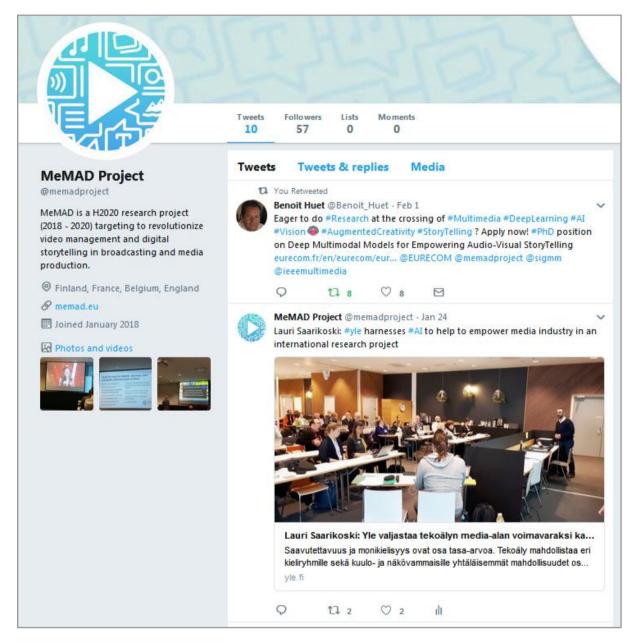
Figure 2. MeMAD Twitter account.